



ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **305022 /**

Original Date / Revision
07/18/12 09/19/12

Advertiser **House Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

House Majority PAC

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate # **1417**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	45	\$36,040.00	\$42,400.00	0.00	08/27/12	09/30/12	45	\$36,040.00	\$42,400.00
October 2012	11	\$12,091.25	\$14,225.00	0.00	10/01/12	10/01/12	11	\$12,091.25	\$14,225.00
Totals	56	\$48,131.25	\$56,625.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KNXV	09/25/12	10/01/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			4		\$400.00		0.00				
E 2	KNXV	09/30/12	09/30/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	-----S			1		\$200.00		0.00				



KNXV

Print Date: 09/19/12

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Contract / Revision **305022** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 07/18/12/ 09/19/12

Order Sep 00:13:00

Advertiser **House Majority PAC**

Product **House Majority PAC**

Estimate # **1417**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	KNXV	09/25/12	10/01/12	M-F 9am-10am Sonoran Living	CM	9am-10am	MTWTF--	:30	3	\$125.00	P-6	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$125.00		0.00			
E 4	KNXV	09/25/12	10/01/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	4	\$400.00	P-6	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$400.00		0.00			
E 5	KNXV	09/25/12	10/01/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					5	\$400.00		0.00			
E 6	KNXV	09/25/12	10/01/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					3	\$500.00		0.00			
E 7	KNXV	09/25/12	10/01/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					5	\$600.00		0.00			
E 8	KNXV	09/25/12	10/01/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:28 PM-5:30 PM)	MTWTF--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					5	\$1,000.00		0.00			
E 9	KNXV	09/25/12	10/01/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$700.00		0.00			
E 10	KNXV	09/29/12	09/29/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-					1	\$500.00		0.00			
E 11	KNXV	09/30/12	09/30/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$500.00		0.00			
E 12	KNXV	09/30/12	09/30/12	ABC World News Sunday ABC World News Sunday	CM	528p-6pm	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$1,000.00		0.00			
E 13	KNXV	09/25/12	10/01/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					5	\$800.00		0.00			
E 14	KNXV	10/01/12	10/01/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$8,500.00	P-3	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	M-----					1	\$8,500.00		0.00			
E 15	KNXV	09/25/12	09/25/12	Tuesday Prime 7-9pm Tuesday 7-9pm	CM	7-9pm	-T-----	:30	1	\$8,500.00	P-1	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



KNXV

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Order Sep 00:13:00

Advertiser **House Majority PAC**

Product **House Majority PAC**

Estimate # **1417**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 15	KNXV	09/25/12	09/25/12	Tuesday Prime 7-9pm Tuesday 7-9pm	CM	7-9pm	- T - - - -	:30	1	\$8,500.00	P-1	0.00 NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/25/12	10/01/12	- T - - - -					1	\$8,500.00		0.00		
E 16	KNXV	09/28/12	09/28/12	Friday Prime B Friday Prime B	CM	8pm-9pm	- - - - F - -	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/25/12	10/01/12	- - - - F - -					1	\$3,000.00		0.00		
E 17	KNXV	09/30/12	09/30/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	- - - - - S	:30	1	\$5,500.00	P-3	0.00 NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/25/12	10/01/12	- - - - - S					1	\$5,500.00		0.00		
E 18	KNXV	09/25/12	10/01/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF - -	:30	4	\$1,000.00	P-3	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/25/12	10/01/12	MTWTF - -					4	\$1,000.00		0.00		
E 19	KNXV	09/25/12	10/01/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF - -	:30	4	\$450.00	P-3	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/25/12	10/01/12	MTWTF - -					4	\$450.00		0.00		
E 20	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/25/12	10/01/12	- - - - - S					1	\$1,000.00		0.00		
E 21	KNXV	09/25/12	10/01/12	Jimmy Kimmel Live M-F 1102pm-1206am	CM	1102pm-1206am	MTWTF - -	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/25/12	10/01/12	MTWTF - -					1	\$250.00		0.00		

*Tax 1 Note: Tax 0.5%.

Totals 56 \$56,625.00